Formation
Understanding venture development (Penser le développement d'une innovation)

Durée de la formation : 10 heures
Date de la session : du 18/06/2026 au 17/09/2026

Dates précises :
Horaires de la session : Independently, at your own pace

Lieu : E-learning (en ligne) - OpenClassrooms platform

Nombre de places maximum : 5

Formateur(s) : OPENCLASSROOMS

Prérequis sur cette formation : To have followed the previous training: Decode the entrepreneur's DNA

Public ciblé : Université de Bordeaux staff and site/PUI partners

Public prioritaire : Researchers, teachers, PhD students, and anyone interested in innovation in all its forms.

Date limite d'inscription : 11/06/2026

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Objectifs :
Explore how ventures develop from idea to execution and understand the logic behind market analysis, prototyping, and business models.
This course will help you grasp how startups operate, providing insight for potential scientific collaborations.

Learning Objectives

- Understand how startups characterize and assess their markets.
- Learn how ideas evolve into prototypes and minimum viable products (MVPs).
- Discover the role of business models in guiding strategy and execution.
- Develop a strategic perspective on innovation to support collaborations with entrepreneurial partners.

This training receives government funding managed by the Agence Nationale de la Recherche (National Agency for Research) under the plan France 2030, with the reference ANR-21-EXES-0004.

Programme :
Part 1: Characterize your market

- The Sweetch case
- Analysing the Sweetch case
- Why bother yourself about the market?
- Differentiate the various levels of market
- Assessing the addressable market: the process?
- Assessing the addressable market: the value proposition
- Assessing the addressable market: profiling the customer ?
- Assessing the addressable market: the remaining questions?
- Assessing the addressable market: what to remember?
- Find information
- Summing up
- Quiz

Part 2: Test and prototype your idea

- From the idea to the product
- Conceive your MVP

- Learn from designers about how to prototype
- Don't forget about pivoting
- How Let It Wave pivoted 5 times throughout its life ?
- Summing up
- Quiz

Part 3: Use the business model as a guide for execution

- What is the business model framework?
- Part 1 of the business model framework
- Part 2 of the business model framework
- Optiways Business case
- Let's apply the framework to a real opportunity
- Summing up

Part 4: Leverage the business model for early strategic thinking

- How business model decisions impact strategy?
- The value as a subsystem
- What can we learn from Dell and other about the organization as a subsystem?
- Discover how the economic subsystem can lower adoption hurdles
- Keep in mind the strategic dynamic of the system
- Summing up
- Conclusion
- Quiz

Pour tout renseignement complémentaire :
Chargé(e) de formation : mailto:bf-formations.innovation@u-bordeaux.fr
Pôle AGRH – service développement des compétences

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